



MASTERCRAFT SAFETY SPONSOR DECK REQUIREMENTS

Thank you for your interest in becoming part of the MasterCraft Safety Team! We are honored by your trust and loyalty in our brand and line of products. Detailed below is our recommended sponsor deck guideline and information that is helpful to the marketing team in determining potential sponsored recreational off-road partners. As an endemic brand, we are only seeking individuals and/or companies that can demonstrate and represent MasterCraft in a positive manner, increase consumer awareness on the responsible use of trails and public land, proper off-roading safety practices, while offering a measurable return on investment.

Name:

Club or Organization Affiliation(s):

Contact Info:

MasterCraft Products Requested:

Current Off-Road Products on Vehicle:

Goals For Your Vehicle Build:

Event Schedule for Vehicle Build:

Confirmed Media Coverage for Vehicle Build:

Current Sponsors & Contact Info:

Reference Contact Info: (Please Provide Three)

How Do You Plan To Increase Consumer Awareness on Responsible Off-Roading:

How Do You Plan on Promoting Safer Off-Roading Practices:

Tell Us About Yourself Off the Trail:

Images! We Love Images! Please Submit Photos of the Vehicle Build

What is MasterCraft's Return on Investment: (more details on what we are looking for below)

RETURN ON INVESTMENT

MasterCraft's goal is not exposure (such as a decal on a vehicle build or logos on websites and trailers). Branding exposure is something we can easily accomplish ourselves through our advertising, event participation or social media efforts. Our goal is educate the recreational off-road community on safer off-roading practices, responsible use of public lands and trails, and to gain new customers or capture repeat sales to previous customers. How can our sponsorship of your vehicle build directly increase our sales?

HOW WOULD WE TRACK SALES GENERATED BY MASTERCRAFT'S SPONSORSHIP OF YOUR EFFORTS?

EXCERPT FROM IMPACT AND MASTERCRAFT SAFETY'S RECOMMENDED READING LIST

Alex Striler, former CEO of Osiris Shoes and Director of Sales & Marketing at Team Lucas recently released his second book, **Motorsports Marketing and Sponsorships; How to Raise Money to Race and Give Sponsors What They Really Want** (August 2016). Impact highly recommends this book to any racer actively seeking motorsports sponsorship.

Excerpt from *Motorsports Marketing and Sponsorships; How to Raise Money to Race and Give Sponsors What They Really Want* by Alex Striler:

....."When companies sponsor a race team, they're looking for an extension of their business. They want an opportunity to advertise, market, or brand in ways they haven't already tried. The sponsorship should be a tool to acquire new customers and to entice existing customers to buy again. By merely showing companies that you can give them 'exposure,' you're not offering them something they can't already do. Anyone can put a sticker on their forehead and walk around a crowded mall to get exposure. To land a real sponsor, you have to help them do things they haven't thought of. Show the company how you can expand their current marketing program, not just add to it....."

Please feel free to contact an Impact or MasterCraft Safety associate should you have any questions regarding the specifics of the requested information detailed above. An Impact/MasterCraft team member can be reached Monday – Friday 8am – 4:30pm Eastern at our Indianapolis office at 317.852.3067 or we can also be reached at our California office Monday – Friday 8am – 4:30pm Pacific.

Thank you for taking the time to complete the requested information! Below we have shared an excerpt from an invaluable book on motorsports marketing. Please take time to pick up and read this book; it contains invaluable insight and is a must read for anyone seeking sponsorship